

ETS PLAN - 1993

Overall Objective

- To reduce the socio-political pressure for total smoking bans at work, in public transport and in restaurants while securing certain minimum rights for smokers.

Overall Strategies

- Turn smokers into a political force.
- Support parties involved in "ETS litigation" as appropriate.
- Facilitate the adoption of favorable positions by employers, unions and restaurateurs.
- Leverage the power of our suppliers in support of our objective.
- Communicate positive messages on the issue to media and public officials.
- Position PM/industry as reasonable and credible on the issue.
- Rebut the claim that ETS is a carcinogen.
- Isolate antis on the "right to smoke" issue.

Proposed Unacceptable Situations

- Indoor smoking is prohibited completely by law.
- Smoking is only allowed in areas with separate ventilation.
- Employers fire smokers for refusing to stop smoking.
- Employers refuse to hire smokers because they smoke.
- Workplace smoking becomes source of employer liability and/or litigation.
- Non-smokers gain additional rights without special protection for smokers.
- Smoking is banned completely in long-distance-trains and planes.
- Restaurants are required to divide establishments into smoking and non-smoking areas according to set percentages.
- Tobacco industry allows antis to take lead on the issue.

Proposed Acceptable Situations

- Restaurants provide separate areas for smokers and non-smokers.
- A law requires certain minimum volume and/or ventilation requirements in areas where smoking is permitted.
- A coalition is built to regulate smoking in workplaces and guarantee special protection to smokers.

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